

# Small Business



## Development Center News

Helping Create Joy & Wealth  
for Small Business Owners

7738 SE Harmony  
Milwaukie OR 97222

Contact us at  
[www.bizcenter.org/  
clackamas](http://www.bizcenter.org/clackamas)

Or 503-594-0738

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**The Clackamas SBDC provides in-depth, confidential, one-on-one guidance to businesses and prospective entrepreneurs at no fee. We can help you assess and create a plan for your business that leads to joy and wealth.**



Clackamas BizCenter is a member of the Oregon Small Business Development Center Network and operates in partnership with the SBA and the Oregon Business Development Department

Registration information can be found on page 2!

New for Fall 2017!

### The Innovation Bridge

For new ideas, services, products  
or new businesses.

*A 10 week 2 hours per week  
class beginning Wednesday*

*October 11*

*6:30PM–8:20 PM*



## Do you want to start your own **Side Hustle?**

**The bridge from idea to making money.**

**This class will answer 3 questions:**

**So What? Who Cares? Why You?**

**to register contact Kathy Nishimoto**

**[kathykb@clackamas.edu](mailto:kathykb@clackamas.edu) or 503-594-0738**

**7738 SE Harmony Rd.**

**Milwaukie, OR 97222**

**For more information see page 2**

## Workshops for New or Established Business

### **Free Seminar!**

#### **Going into Business**

Thursday, October 5  
or, Thursday, November 9  
Or, Thursday, December 7  
6:30 PM—9:20 PM

To reserve a place in one of these **FREE** Going Into Business seminars, call 503-594-0738 or e-mail [bizcenter@clackamas.edu](mailto:bizcenter@clackamas.edu).

Are you starting (or thinking about starting) a business? Before you go too far, find out what it takes to start up and successfully operate your own business in Oregon. This class will help you assess whether business ownership is the right path for you. Discover what resources are available to you for researching, starting up, financing and managing your dream business, so that it doesn't turn into your worst nightmare.

Instructor: Jeff Selby

#### **To Register Online:**

- Go to [www.clackamas.edu/sbdc](http://www.clackamas.edu/sbdc)
- Click on **CougarTrax** near the bottom of the page.
- Click on: the **green Continuing Education** symbol on the right—center of the page
- Click on: **Search for Classes/Workshops**
- From the drop down list for **Topic Code** select **SBM**
- Select the class (check the dates) and complete registration (**requires credit card or debit card payment**)

#### **Ranch & Farm Succession Planning**

Thursdays:  
November 2,  
November 16,  
November 30 and  
December 14  
6:30PM—8:20PM  
Room #320

**Free** 4 part Ranch & Farm Succession Planning workshop series includes an overview of what succession planning is, farm or ranch value and transitions that work. Also learn from a panel of experts: attorney, accountant, banker how to create your own transition team.

Also included is **free** confidential, individual business counseling.

Call or email Kathy @ 503-594-0738  
or [kathykb@clackamas.edu](mailto:kathykb@clackamas.edu)

#### **Small Business Recordkeeping & Tax Basics**

Saturday, October 14  
9:00 AM-12:50 PM,  
Course Code # XSBM-0013-18  
Fee: \$59

This class will help you understand basic accounting terminology for your small business and assess various options for tracking income and expenses, entity structure, taxes and recordkeeping requirements

Instructor: Catherine Weesner

Required: Proficiency with computers & Windows

#### **Growthwheel SBM Premier SBDC Class Seating is Limited!**

First Thursday of each month,  
October 5 -June 7, 2018

1:00 PM—3:50 PM

Course Code # SBM-021-01

Fee: \$695 Modular fee \$265

This class allows small business owners the opportunity to step back from working **IN** the business in order to work **ON** the business. Using the GrowthWheel toolbox we will work on four key challenges every business, large or small, must address: an attractive business concept; building lasting customer relations; maintaining profitable operations; building a strong organizational structure.

Ask about our Veteran's discount.

This class is available in modular form per term also. First three of nine sessions for only \$265!

## Innovation Bridge

**A process to take an idea to making money with a side gig.**

**10 week -2 hours per week. 20 hours for \$200**

- Imagine making an extra \$100 per day doing something you love!
- Supplement your existing income with a side-gig
- Create extra income to supplement your retirement
- Discover if your business idea is a good one

**This is a great workshop for anyone who is considering launching a business full-time or as a side-hustle business.**

**Call Kathy @ 503-594-0738 for details**

# Contractor's Corner

## Preparing for the CCB Exam

Friday, October 6, 8:00 AM—4:50 PM &  
Saturday, October 7, 8:00 AM—4:50 PM  
Room H-320  
Fee: \$375\*  
Course Code # XSBM-0010-30

or, Friday, November 3, 8:00 AM—4:50 PM &  
Saturday, November 4, 8:00 AM—4:50 PM  
Room H-320  
Fee: \$375\*  
Course Code # XSBM-0010-31

or, Friday, December 1, 8:00 AM—4:50 PM &  
Saturday, December 2, 8:00 AM—4:50 PM  
Room H-320  
Fee: \$375\*  
Course Code # XSBM-0010-32

This class helps prepare students to qualify for and successfully pass the Construction Contractors Board (CCB) exam required for contractor certification in Oregon. The class fulfills the CCB pre-exam educational requirement.

*Instructor: Steve Long*

*\*Fee includes 16 hours classroom time, Oregon CCB manual, study guide, chapter complements, course CD, and certification required to take the CCB exam. Does not include the cost to take the exam (for more info: <http://cms.oregon.gov/ccb>). Note: State or U.S. Govt-issued ID is required.*

## Continuing Education Classes for Contractors:

- **Social Media**  
**October 20 9:00 AM—3:50 PM**  
**6 Hours Continuing Education Credit**
- **WordPress Web Design Part 1**  
**October 21 9:00 AM—3:50 PM**  
**6 Hours Continuing Education Credit**
- **Search Engine Optimization**  
**December 8 9:00 AM—3:50 PM**  
**6 Hours Continuing Education Credit**

*See pages 2 & 4 for more class details*

## Preparing for the CCB Exam Offered in Spanish

Friday, October 20  
8:00 AM—4:50 PM &  
Saturday, October 21  
8:00 AM—4:50 PM  
Room H-320  
Fee: \$450  
Course Code # XSBM-0010-33

Or Friday, November 17  
8:00 AM—4:50 PM &  
Saturday, November 18  
8:00 AM—4:50 PM  
Room H-320  
Fee: \$450  
Course Code # XSBM-0010-34

Or Friday, December 15  
8:00 AM—4:50 PM &  
Saturday, December 16  
Room H-320  
Fee: \$450  
Course Code # XSBM-0010-35  
*Instructor: Ofelia Lara*

### QuickBooks Pro: Part I

Wednesdays,  
October 4—November 1  
6:10 PM-9:00 PM  
Fee: \$229  
Course Code # XSBM-0011-21

In this introductory class, you will find out how to set up your books right the first time, using QuickBooks Pro. If you are new to QuickBooks or have little bookkeeping experience, this class will get you started. Topics include how to navigate in QuickBooks, enter your sales and pay bills.

*Instructor: Catherine Weesner*

Required: Proficiency with computers and Windows

### QuickBooks Pro: Part II

Wednesdays,  
November 8—November 22  
6:10 PM-9:00 PM  
Fee: \$149  
Course Code # XSBM-0012-22

In this continuation class, you will find out about some of the QuickBooks built-in features. Topics include how to create and customize company forms and reports, do basic job costing, memorize transactions and reconcile bank and credit card statements.

*Instructor: Catherine Weesner*

Required: Completion of, or enrollment in QuickBooks Pro:Part I

### QuickBooks Basic:

#### Payroll

Saturday November 18  
9:00 AM-4:50 PM  
Fee: \$149  
Course Code # XSBM-0020-25

This class covers the basics of setting up and managing payroll using QuickBooks. You will use an established set of “company books” and set up company payroll information, enter employee names and run payroll reports.

*Instructor: Catherine Weesner*

Required: Completion of, or enrollment in, QuickBooks Pro: Part I

# Technology for Your Business

**Start-ups Start Here!**

## Social Media for Business

Friday, October 20  
9:00 AM-3:50 PM,  
Fee \$99  
Course Code # XSBM-0016-41  
A Social network is critical to the success of your business. The marketing of your business is a dynamic and ever-changing challenge. This workshop will introduce you to social networking fundamentals such as Facebook Fan Pages, Apps and Ads that can help your page be more user friendly, using Twitter to market your business, blog and website and utilizing tools to help manage social media effectively in 15 minutes per day.

Instructor: Misty Lambrecht

## WordPress Web Design Part I

Saturday, October 21  
9:00 AM-3:50 PM  
Fee \$69  
Course Code # XSBM-0018-51

This class will show you how to set-up a business website using WordPress. This includes hosting and domain set-up, WordPress installation, choosing a theme and basic content creation.

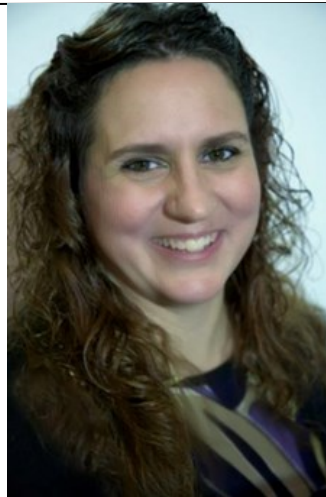
Instructor: Misty Lambrecht

## WordPress Web Design Part II

Saturday, December 9  
9:00 AM-3:50 PM  
Fee: \$69  
Course Code # XSBM-0019-52

Students will practice installing plugins that will allow you to set-up shopping carts, slide shows, photo gallery, social network, Google Analytics, PayPal and more.

Instructor: Misty Lambrecht



## Search Engine Optimization

Friday, December 8  
9:00 AM—3:50 PM  
Fee: \$99  
Course Code # XSBM-0014-39

Do you want to find out how the search engines rank your web-site? How does Google view your site? Discover how you can get better search engine results for the search terms that matter most to your business.

*This class covers Google Analytics and how to measure sales and conversions. It will help you understand how visitors use your site, how they arrived on your site, and how to keep them coming back.*

## Small Business Greenhouse

Tuesdays, October 10 2017 – January 30, 2018  
6:30 PM-9:20 PM, Room H-320  
Course Code # SBM-020-01  
Fee: \$495

The Greenhouse Program supplies entrepreneurs with knowledge, tools, and resources to successfully operate all types of new and existing businesses. By learning the fundamentals of Leadership, Expertise, Marketing, Technology, and Finance, students will be better prepared to build a solid business foundation. This weekly, 16-session program includes lectures, guest speakers, discussion, peer networking, and individual business counseling.

*Note: **VETERANS** qualify for fee discount.*



Instructor: Jeff Selby

## Real Estate Broker License Course

Instructor Sondra McFeters



Tuesdays, September 26– November 28  
6:00 PM—8:50 PM  
Saturday, December 2  
9:00 AM—4:50 PM Room M-258  
Fee: \$600  
Course Code: SBM-010-01

Learn about:

- Real Estate Law
- Real Estate Finance
- Oregon Real Estate Practices
- Contracts
- Agency
- Real Estate Brokerage
- Property Management

This accelerated course prepares students to qualify for the Oregon Real Estate Broker's license exam in just 10 weeks. It is a hybrid course, combining live lecture with online home study to meet the 150 hour requirement of the Oregon Real Estate Agency. Attendance is recommended at all evening classes as well as the Exam Preparation Day on Saturday following the last evening class. The course and instructor are certified by the OREA.